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1. (Once Amended) A liquid crystal display device comprising:  
a display section which uses liquid crystal with a memory effect;  
a driving section which drives the display section;  
a control section which controls the driving section to write currently displayed information on the display section again at a specified time; and  
a timer which begins counting when information displayed on the display section is updated;  
wherein the control section causes the driving section to rewrite currently displayed information on the display section upon the timer counting to a predetermined value.

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2. (Once Amended) A liquid crystal display device according to claim 1, wherein the liquid crystal is chiral nematic liquid crystal which exhibits a cholesteric phase.

3. (Once Amended) A liquid crystal display device according to claim 1, wherein:

the display section has a detecting section which detects a contact action with a screen of the display section; and

the control section controls the driving section to write currently displayed information on the display section again when a contact action is detected by the detecting section.

4. (Once Amended) A liquid crystal display device according to claim 3, wherein the detecting section is a touch sensor.

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6. (Once Amended) A liquid crystal display device according to claim 1, wherein the control section controls the driving section to perform writing on part of the display section and thereafter to write currently displayed information on the display section again.

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7. (Once Amended) A liquid crystal display device according to claim 1, further comprising an electric power source.

8. (Once Amended) A liquid crystal display device according to claim 7, further comprising a terminal through which electricity is charged in a battery from an external device.

9. (Once Amended) A liquid crystal display device according to claim 8, wherein the external device is a refrigerator.

10. (Once Amended) A liquid crystal display device according to claim 7, wherein the control section stops supply of electric power to the driving section after writing on the display section.

11. (Once Amended) A liquid crystal display device according to claim 10, further comprising a booster circuit which raises a voltage supplied from the power source and applies the raised voltage to the driving section;

wherein the control section stops supply of electric power to the driving section by inactivating the booster circuit.

12. (Once Amended) A liquid crystal display device according to claim 1, which is attachable to and detachable from an external device.

13. (Once Amended) A liquid crystal display device according to claim 12, wherein the external device is a refrigerator.

14. (Once Amended) A liquid crystal display device according to claim 1, wherein the information is about at least one of a calendar, a recipe, a message, stock, a picture and data reception from outside.

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15. (Once Amended) A method for driving a liquid crystal display which uses liquid crystal with a memory effect, said method comprising the steps of:

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driving the liquid crystal display to write specified information thereon;  
initializing a timer when the information on the liquid crystal display is updated;  
rewriting the information when the timer reaches a predetermined value.

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